cc Diane
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THE ENTERTAINMENT US MAGAZINE

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GROUP
RECEIVED

April 22, 1992

Mr. William Harmon
Leo Burnett
35 W. Wacker
Chicago, IL 60601

Dear Bill,

Approval has been granted to waive the .3 page discrepancy so that Philip Morris can take the 50% increase in credits for additional business in 1992. must run 19 paid pages in contract year - Currently PM meets this requirement.

I have already apprised Kristine of the situation and am booking the July Cover 2, Page 1 for Virginia Slims. I will reserve the spread position for Marlboro in October as well, unless I hear otherwise.

I am glad we could get this straightened out. Please let me know if you want to book any of the other brands involved.

Sincerely,

Shawn

Shawn Cochrane
Midwest Manager

2070230646

Source: https://www.industrydocuments.ucsf.edu/docs/qxfy0004